

Ocean Friendly Gardens 2012 Strategic Plan

Basic Objectives

The program is designed to build on water quality testing and existing programs to fill a gap in protecting our waterways.

It targets landowners as stewards of their property and seeks to educate them on the benefits, both ecological and economical, to amend current greenspace or build new greenspaces using the OFG criteria as a guide.

Collaborating

The OFG project will:

- work with other groups to create sustainability for long term accomplishment of goals
- work with non-profits (schools, community gardens, public buildings) to network resources including plant material, expertise, funding and labor to build new OFG or amend current spaces to meet OFG criteria.
- Work with for-profits (commercial businesses, homeowners) to network resources including expertise, building and plant material.

Strategic planning

What is the capacity of the committee?

Recruiting is the other major plan

What would success look like in the long term? 5 years? Professionals, agencies are offering classes, other non-profits are taking it up.

What are the parameters for something that could continue to grow.

How do we measure success?

Two part plan

1. Part one

- a. Connect with people who can be resources and gardens that already meet the criteria.
 - i. Contacts and resources
 - ii. Green Building Alliance
 - iii. River Keeper
 - iv. Cape Fear River Watch
 - v. Native Plant societies
 - vi. Meg Shelton
 - vii. Arboretum
 - viii. Community gardens
 - ix. Jenn Butler
- b. Research current policy for storm water permeability

- i. Do we have any current policy?
 - ii. What would it take to implement a policy?
 - 1. Storm water policy examples -> benefits to payee for having storm water management practices
- c. Identify and document gardens that are currently already OFG
 - i. Can be any type of garden, home, business, school, community.
- d. Once at least 6 gardens of three types have been identified, get publicity through media.

Timeline Goal: 3-4 months (April - May 2012)

Identify organize promote

- 2. Part two
 - a. Building /amending, current/new sites
 - b. Two types of project tracks
 - i. Low resources
 - 1. Schools, non-profits -> Surfrider help (through at-cost planting material, donated time of expertise, labor)
 - ii. High resources -> Surfrider connects to help them build on their own.
 - 1. Connect with expertise and resources, but business takes care of cost, building, and maintenance.
 - iii. Each examined on a case basis to determine needs and level of Surfrider involvement.
 - c. Collaborate with other groups
 - i. Sustainability over long term.